



# Accessibility Strategies for Your Content Team



# Meet the presenters



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How are we defining  
“Content Creators”?

People who write and publish  
information websites, email  
communication, and social media.



# Where can content teams make the most impact?

- Written Content (i.e. use of language)
- Basic Page Layout
- PDF and Video
- Acting as QA for your live web/public presence
- Picking customer-facing 3<sup>rd</sup> party tools





# Written Content

On your website and social media!

# Link Text

## Checkpoint #1:

All links should have text that uniquely identifies the link target.

- If someone listed off all the link text on your page, would you know what those links are for?



# Images

Checkpoint #2: All images should be purely decorative or include meaningful alt text.

- Don't forget to add alt text to images on social media.





# Abbreviations

Checkpoint #3: When you use abbreviations, make sure to write out the whole name first (with the abbreviation in parentheses).

- After that first instance, you stick to using the abbreviation. E.g. Web Content Accessibility Guidelines (WCAG)



# Use of Language

Checkpoint #4: Write as simply and clearly as possible.

- Question your assumptions about audience expertise
- Link to materials providing helpful context
- **Make sure text for screen readers is proofread!**





# Page Layout

# Headings

Headings serve 3 purposes for accessibility:

- Navigation points
- Labeling sections of content
- Describing the structure of the page content

# Headings as Navigation

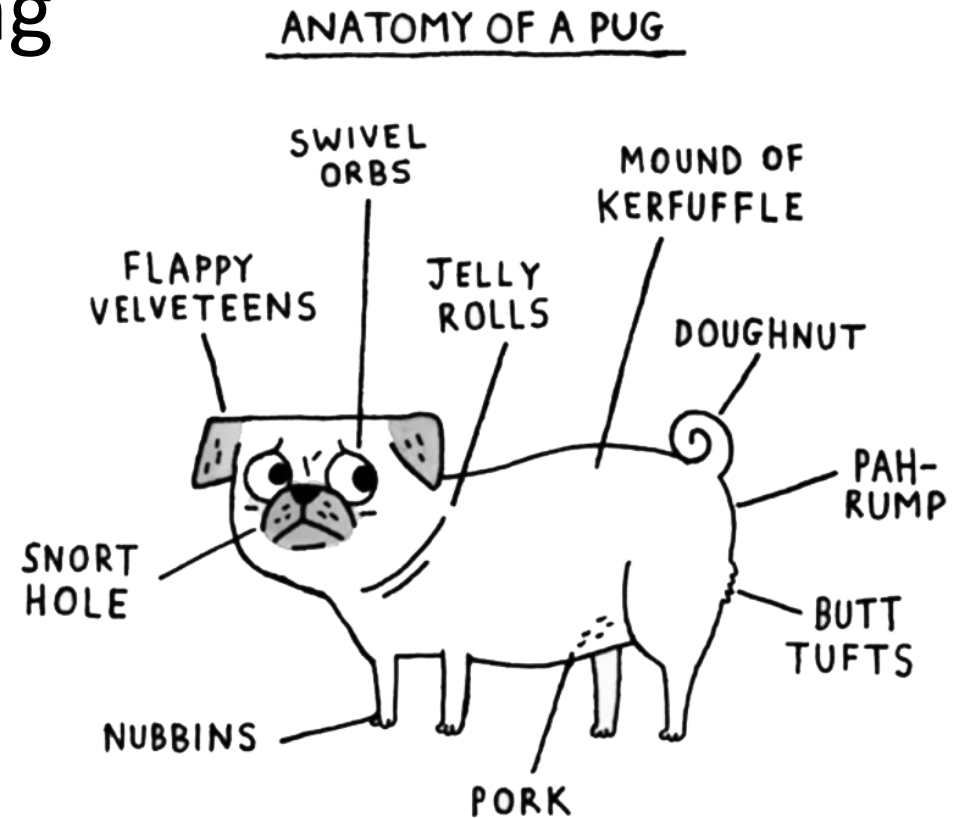
Checkpoint #5: Put headings at the start of content sections.

- Make sure they are real headings, not just text that visually looks like headings



# Headings as Section Labels

Checkpoint #6: Make sure heading text describes each section succinctly while still being descriptive.

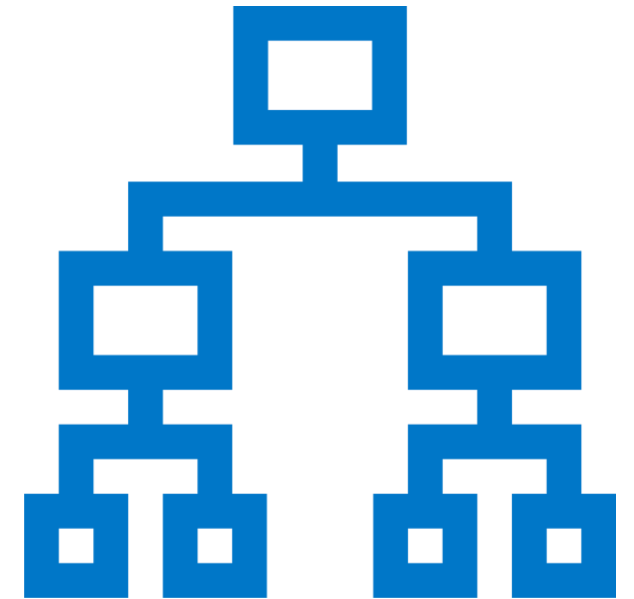


GEMMA CORRELL

# Headings as Structure

## Checkpoint #7: Respect the heading hierarchy.

- Have a single **h1 heading** on the page/document
- Headings that mark main content sections should be **h2 headings**
- Headings that mark subsections of the main sections should be **h3 headings**
- Use **h4**, **h5**, or **h6** headings for further nesting as required



# Page Titles

Checkpoint #8: A page title should uniquely identify the page on the website.

- Ideally it should be of the form: Page label/(optional) Section or Flow Label/Site Identifier



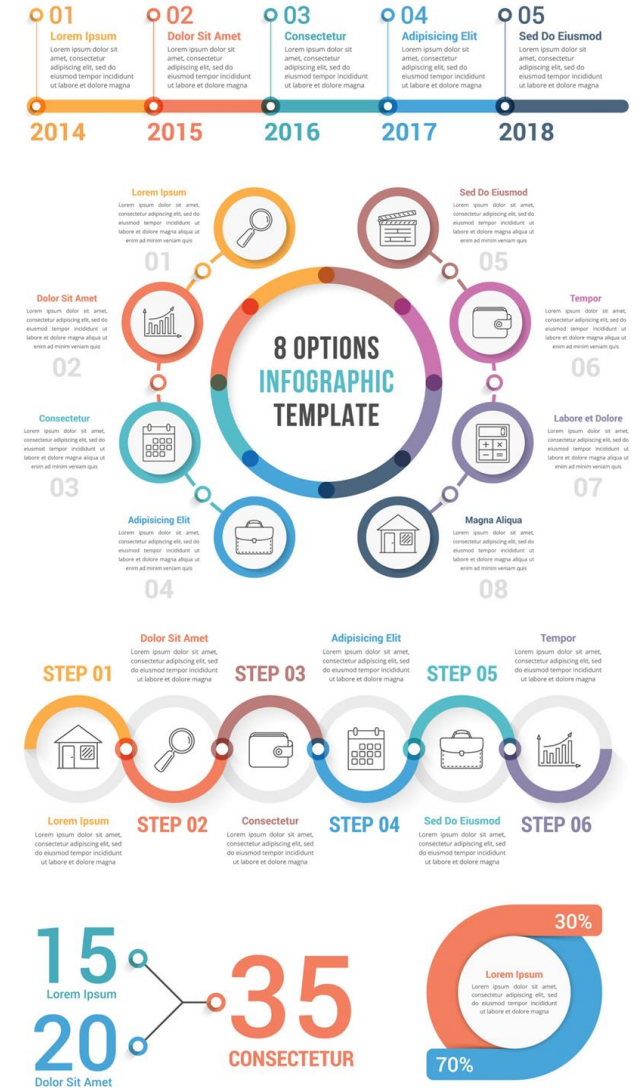
An abstract graphic in the top half of the image features several thin, white, curved lines that sweep across the frame. Three white circles are positioned along these lines: one on the left, one in the upper-middle, and one on the right. The background is a solid dark blue.

# PDFs (and Infographics)

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Checkpoint #9: Think web-first.  
Anything you're presenting as a PDF should be available as a regular old HTML page.

- If it has to be a PDF make sure it's an accessible PDF.



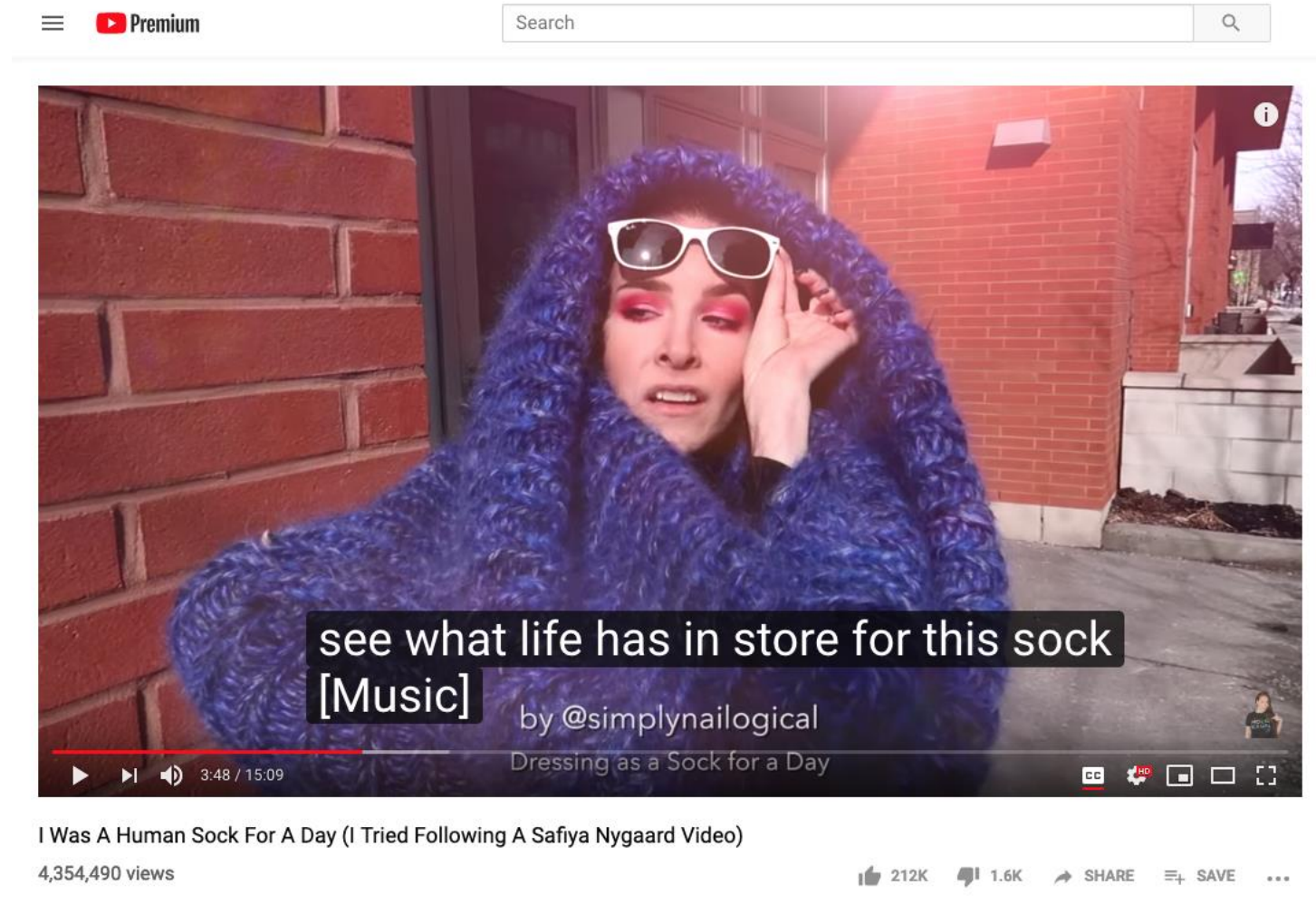


Video

# Video

## Checkpoint #10: ABC - Always. Be. Captioning.

- And it doesn't hurt to include a transcript.





# Bonus Checkpoint: Acting as QA

# Acting as QA

Content Creators are the stewards of an organization's public face, and you're probably going to find problems on your live site faster than anyone else in your company.

- If you can't fix something yourself, make sure you report that information to someone who can (and follow up with them).





# Bonus Checkpoint: 3rd Party Tools



# 3rd Party Tools



## Pay attention to your 3<sup>rd</sup> Party Tools.

- Make sure you are asking vendors about accessibility.
- Make sure they know it factors into your decision-making process.

You may not have a lot of control over what your organization ends up buying, but don't drop the issue with your team or with your vendors.



An abstract graphic in the top half of the slide. It features three white circles of equal size. The first two circles are connected by a horizontal line. A third circle is positioned further to the right, connected to the second circle by a diagonal line that slopes upwards. Several long, thin, white curved lines sweep across the background, creating a sense of motion or flow.

In conclusion...

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The content creators may have limited control over a site's accessibility, but the scope of what we can affect is significant.

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